

April 24, 1998

Dear ENERGY STAR Partner/Ally:

As we wrap up Earth Day activities, I would like to take a moment to share exciting news from the ENERGY STAR Office Equipment Program.

First, I would like to again congratulate the ENERGY STAR Office Equipment Partners of the Year. The following award winners were recognized at the 1998 ENERGY STAR Awards Ceremony held in Washington, DC on March 24, 1998 for their ENERGY STAR achievements:

- **IBM Corporation, 1998 ENERGY STAR Computer Partner of the Year.** IBM Corporation has emerged as a leader in the design and implementation of energy-efficient technologies for its diverse product line. IBM pioneered the use of technology that allows networked computers to be awakened by a network manager from a remote location, greatly reducing possible user inconvenience and maintenance costs. Similarly, IBM has included the "Wake Up On Ring" feature for its entire Aptiva product line. This feature provides for continuous fax, telephone, and communications applications while minimizing the time the computer spends in its high-power state.
- **Ricoh Corporation, ENERGY STAR Imaging Equipment Partner of the Year.** Throughout 1997, Ricoh made consumers aware of energy savings through its ENERGY STAR-compliant imaging equipment. Ricoh introduced an array of ENERGY STAR-compliant digital copiers and ensured that dealers nationwide maintain maximum energy-saving settings unless otherwise requested. Ricoh also trained representatives from over 1,000 dealers on the benefits of ENERGY STAR, launched two public awareness advertisements featuring ENERGY STAR, and developed a new interactive CD-ROM to teach dealers, students, and the public about the ENERGY STAR Office Equipment Program.
- **Samsung Electronics, 1998 Monitor Partner of the Year.** As the world's largest monitor manufacturer, Samsung shipped over 8.1 million ENERGY STAR-compliant monitors in 1997, comprising 100 percent of its product line. In addition, Samsung's 14 new models have an average power reduction of more than 90 percent between their active mode and sleep modes. Samsung has consistently used the ENERGY STAR label in its worldwide advertising and outreach efforts.
- **Xerox Corporation, Office Equipment Best Partner Promotion.** Xerox Corporation's "best promotion" was its package entitled, "Getting to Know Your Copier," which was distributed to every sales representative across the country. Xerox's presentation of the ENERGY STAR features throughout the package will lead to greater understanding and public awareness of energy efficiency among consumers.

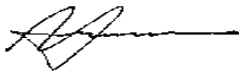
Second, I am pleased to announce two of EPA's new initiatives that incorporate ENERGY STAR into Federal purchasing:

- **Federal Initiative:** The U.S. Federal Government is the single largest purchaser of office equipment in the world. In order to increase the awareness of and demand for ENERGY STAR-compliant office equipment among Federal purchasers, EPA is in the process of initiating meetings and discussions with procurement personnel of large Federal agencies.
- **GSA Initiative:** A large portion of the Federal purchasing of office equipment is done through the General Services Administration (GSA). EPA has initiated a series of meetings with GSA officials in order to take advantage of this significant purchasing opportunity. Soon, GSA schedules and brochures will identify ENERGY STAR-compliant products and provide information about them. EPA also has initiated a plan to place articles about the ENERGY STAR Office Equipment Program in GSA periodicals and on the GSA Web site.

Lastly, I would like to update you on the progress of the ENERGY STAR Public Awareness Campaign, which continues to generate significant coverage about the overall ENERGY STAR Program. Currently, outreach efforts are heating up in Miami, Atlanta, and Tampa. Next on the summer agenda are Dallas, Houston, and Chicago. If you are traveling on United Airlines this month, you may see the ENERGY STAR broadcast PSA, which is airing on domestic and international flights throughout the month of April 1998. Be sure to look for ENERGY STAR in these and other locations nationwide!

These are only a few of the many activities underway for ENERGY STAR. For additional information about the Public Awareness Campaign, including exciting Office Equipment Program news, please read the attached update (in lieu of Star Bytes). Stay tuned for upcoming news about ENERGY STAR activities!

Sincerely,



Andrew Fanara
Program Manager
ENERGY STAR Office Equipment Program



UNITED STATES DEPARTMENT OF ENERGY
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C.



What's Up With ENERGY STAR ?

April 17, 1998

The following is an overview of the progress of the ENERGY STAR promotion and awareness campaign. It is not intended to include all ENERGY STAR activities, but rather several key ones. This information may be of interest to all groups, inside and outside government, which are using the ENERGY STAR label in their programs.

PSA Placements

- ⇒ The broadcast PSA in target markets:
 - As of 3/30/98, the broadcast PSA has played 4,600 times, at a value of over \$1.3 million, and with 159,400,000 total impressions.
 - 85% of the TV PSA spots have run between 5 AM and 11 PM.
- ⇒ The print PSA has run:
 - 5 times in target markets and local papers.
 - In national magazines and trade publications such as *Mother Jones*, *Men's Health*, *HFN*, *Consumer Electronics*, and *PC World*.
- ⇒ The transit PSA has been placed in 6 markets, with 300 PSAs on buses seen by over 3,000,000 adults.

The Computer PSA has run 7 times, at a value of over \$183,773 and with 44,444,896 impressions.

Media Placements and Reach

- ⇒ In target cities and local papers, 118 stories have appeared (as of 3/11/98) with a circulation of 14,559,380 and an estimated PR value of \$708,984.
- ⇒ National media coverage includes broadcasts of ENERGY STAR stories on 4 programs including *CBS This Morning* (Saturday) and *Good Morning America* (ABC), as well as 9 stories in national consumer publications, 10 stories in trade publications, and 4 stories in national newspapers. *CBS This Morning* included an interview with Carol Browner and discussed ENERGY STAR-labeled TVs and VCRs.

ENERGY STAR Activities By...

Utilities

- ⇒ 13 Northeast utilities belonging to the Northeast Energy Efficiency Partnership (NEEP) are planning to promote ENERGY STAR-labeled clothes washers through a program called "Tumblewash." Utilities are offering mail-in rebates of \$100-\$130; this program should kick off in June.
- ⇒ 3 Northeast utilities (EUA, Boston Edison, and NEES) are offering rebates on ENERGY STAR-labeled lighting fixtures.
- ⇒ Several Northwest utilities are promoting ENERGY STAR-labeled residential lighting fixtures, and offering manufacturer rebates.

Retailers

- ⇒ The following national retailers have agreed to promote ENERGY STAR-qualified products:
 - Circuit City
 - Montgomery Ward
 - Tops
 - Homebase (Homebase is the 7th largest home products retailer in the country.)
 - 360 local retailers
- ⇒ There are now 1,100 stores nationwide agreeing to promote ENERGY STAR.

Other Corporate Activities

- ⇒ Kinko's is kicking off its ENERGY STAR activities around Earth Day. They include:
 - an Earth Day 1998 poster which will be displayed and provided to key customers.
 - counter card and window clings in those Kinko's stores which have completed lighting upgrades.
 - a co-worker poster which will be displayed in the break room.
- ⇒ The McDonald's initiative, which includes size "A" bags and 16 ounce cups printed with an ENERGY STAR message, is running for a month starting in mid-April. Bags and cups with the ENERGY STAR message have been seen in California, Washington, D.C., Atlanta, and elsewhere.

How A Star Can Make A Planet Cleaner. The ENERGY STAR label is the U.S. Environmental Protection Agency's way of making it easy for you to identify energy-efficient products and appliances that help prevent air pollution...At McDonald's, we're doing our share by installing energy-efficient lighting in our restaurants as a Partner in Green Lights, one of EPA's ENERGY STAR programs."

Manufacturers

- ⇒ Andersen Windows launched an ad campaign featuring the ENERGY STAR logo and touting the fact that Andersen offers ENERGY STAR-qualified windows for 3 climate regions. These ads will appear in national magazines focused at remodelers and builders. A radio ad is also being played.
- ⇒ Ricoh has developed a CD ROM based on ENERGY STAR. It includes a virtual environment with various "hot" objects that can be explored. It is intended to show how partnerships between government and industry help promote a cleaner environment and a more vibrant economy.